



MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

August 25, 2020 – 1:30 p.m.

[Join Microsoft Teams Meeting](#)



In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Carrie Nelson at 928-213-2919 (or 774-5281 TDD). Notification at least 48 hours in advance will enable the City to make reasonable arrangements.

A. CALL TO ORDER

Chair Fleischer called the meeting to order at 1:31 p.m.

B. ROLL CALL:

Lynda Fleischer, Chair

Terry Madeksza, Vice-Chair

Steve Finch

Jennifer Grogan

Joe O'Donnell

Jennifer Rolley

Chris Verrill

As a reminder, if you are carrying a cell phone, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to today's meeting.

C. LOCAL CHECK-IN

- Chair Fleischer – Altitudes is open.
- Vice Chair Madeksza – none
- Commissioner Finch – none
- Commissioner Grogan - none
- Commissioner O'Donnell - none
- Commissioner Rolley – n/a
- Commissioner Verrill – thank you to the Flagstaff Downtown Alliance for helping business downtown.

D. PUBLIC PARTICIPATION

*The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Each public comment is limited to **three** minutes.*

None

E. APPROVAL OF MINUTES

A. July 28, 2020

MOTION:

Commissioner O'Donnell made a motion to approve the minutes from the July 28, 2020 meeting; Commissioner Finch seconded the meeting. Motion approved by unanimous vote.

F. DISCUSSION

A. Flagstaff Temporary Business Expansion Plan: Re-Opening in the age of COVID: A Business and Public Health Approach, Terry Madeksza, Flagstaff Downtown Business Association

Terry Madeksza, Downtown Business Alliance Director, explained and spoke of the reason for business' that have tables downtown. Applications are filled out by the businesses to participate.

EV Director Hansen shared photos of the location of the tables as well as the Flower Project downtown. Vice-Chair Madeksza stated there are nine poles that have the hanging baskets, and they plan to grow and expand the flower program in the coming years.

Action/Direction/Comments:

Director Ward asked what the feedback is from businesses. Positive comments from the businesses and helping sales.

Commissioner O'Donnell asked if some businesses can sponsor pots as in other cities. Businesses can be partners and hope to see next year by working with property owners and business owners.

Commissioner Verrill mentioned his "hats off to Terry; looks great and a nice picnic area, planters are lovely". He noticed that the distance between tables are six feet, but the chairs people are sitting at should adhere to the six feet rule as well.

Chair Fleisher asked what liability is required to have a table/space? Businesses need to apply for a sub-permit. Sidewalk cafes also apply for a permit. All permits should have insurance.

H. REPORTS

A. Attractions Report - Heather Craig, Lowell Observatory

Heather Craig, Marketing Specialist, Lowell Observatory presented the 2020 Attractions Report.

Riordan Mansion is currently planning a meeting on Oct. 23, 2020 to talk to State Parks about handing the park back to the State Parks for funding purposes. Currently it's owned by the State Parks and is being managed by the Arizona Historical Society.

Questions/Comments:

Chair asked to include *Bearizona* and *The Arboretum* to add their numbers. Yes, *The Arboretum* is on the spreadsheet and she stated that Bearizona is hesitant on giving their numbers. Director Ward will help assist with Bearizona if needed.

Director Ward greatly appreciates Heather's efforts for getting this report together each month.

B. Director & Staff

Director and staff presented their reports to the Commission for July 2020.

Action/Direction/Comments:

Commissioner Finch asked staff if Discover Flagstaff has had to touch the reserve budget line item? It was answered no.

Chair Fleisher: Where is the reserve kept? It is kept by statute and untouched. How do you cut that much money out of budget? Staff has cut travel and registration in half, and in administrative, and sales & marketing: in out of home programming in California, and network TV promotions, road to Tokyo, and emerging international markets.

Commissioner Finch asked what impacts will these cuts have? Will it slow down or is the market there? The director answered with saying the Discover Flagstaff team is very proficient in asking from our vendors what is needed, marketing is limited, and the staff has a plan to work with the limitations.

Chair Fleisher asked how are we keeping sales staff from traveling and what are they doing? The sales team is fully intact and still maintaining brand awareness, via communications and virtual attendance to meetings.

Council Member Salas stated that the City is Stage III of the Recovery Plan.

C. Chair

I. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

Annual Marketing Meeting, October 14, 2020, 9:00 a.m.-10:30 a.m.

Next meeting date:

- September 22, 2020

J. ADJOURNMENT

The meeting adjourned at 3:33 p.m.